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## "It's Time to Book Your Cruise" Through the Magic of Perfinned Advertising Postcards!

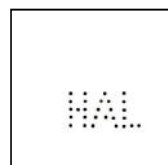
Bob Szymanski (LM-145)

In two past articles in this series on postcards with perfin, I have discussed the service and manufacturing companies of Barber Asphalt Paving and Johnson Service Company. In this article I

explore the world through the picture postcards of the Hamburg-American Lines, user of US perfin pattern H-18, and the Holland-American Line, which used pattern N-21.



In Color



In Color



Having cruised in the Caribbean, along the Alaskan and British Columbian coastline, and to Bermuda, I must admit that cruising is a most leisurely and pleasurable vacation. But, remember, that this is 2006 not the early 20<sup>th</sup> century! I can certainly question whether my attitude on cruising would have been the same then as it is now. If affordability is considered, today's cruising might be affordable for most of us but that could hardly have been said for

most people 100 years ago. Safety is another matter. We take for granted when booking passage on a cruise ship that we will return alive and in one piece! Would that have been as true 100 years ago?

The following represent perfinned postcards from the aforementioned cruise lines of which I possess examples. There could be others of which I am unaware.

Hamburg-American Line	1910 West Indies Cruise	Ship
01-26-10 #331	St. Thomas, Virgin Islands	"Moltke"
00-00-10* #331	Havana, Cuba	"Moltke"

# Hamburg-American Line's Cruise to the West Indies.



Quaint Street and Blue Beard's Castle, St. Thomas.

Cable to Company's New York Office from Captain Meyer.

St. Thomas, Jan. 26, 1910. "MOLTKE" arrived here on time.

Everybody well. Dance was given on board last night; weather delightful; clear; 80 degrees Fahrenheit.

HAMBURG-AMERICAN LINE  
Department of Cruises.

ST. THOMAS is the largest of the Virgin group, and yet it only contains thirty-seven square miles. All of these islands are magnificent, very rugged and beautiful when viewed from the sea. The town of Charlotte Amalie, on its three hills, presents a pretty picture as it rises from the sea, overlooked by two castles. It has a population of about 19,000.

St. Thomas, Jan. 26, 1910.  
"MOLTKE" arrived here  
on time.

In Color

In Color

# Hamburg-American Line's Cruise to the West Indies.



Cabanas Castle, Havana.

Cable to Company's New York Office from Captain Meyer:

HAVANA,

February 25, 1910.

"Moltke" arrived at Havana on time after a very pleasant trip. Very successful dance on Wednesday evening. All well on board.

Hamburg - American Line.  
Department of Cruises.

HAVANA. It is worth noting here, perhaps, as we sail over these quiet seas, that scientists agree that the four diviner Antilles—Cuba, Hayti, Porto Rico and Jamaica—are really a group of disconnected mountainous, two-thirds of whose extreme altitude is submerged beneath the sea. What Paris is to France, Havana is to Cuba. The two cities are alike in that both are given over in a large degree to pleasure.

HAVANA,  
February 25, 1910.  
"Moltke" arrived

In Color

In Color

Hamburg-American Line (Cont.)	1910 West Indies Cruise	Ship
03-12-10 #331	La Guayra, Venezuela	"Moltke"
03-14-10 #331	Port of Spain, Trinidad	"Moltke"
03-15-10 #331	Bridgetown, Barbados	"Moltke"
03-16-10 #331	Fort de France, Martinique	"Moltke"

# Hamburg-American Line's Cruise to the West Indies.



Puerto Cabello.

Cable to Company's New York Office from Captain Meyer:

La Guayra, Mar. 11, 1910. "Moltke" left for Trinidad yesterday. Excursion to Caracas great success. All well on board.

Hamburg - American Line,  
Department of Cruises.

LA GUAYRA is the principal port of Venezuela. The capital is Caracas a city of commercial importance (population, 40,000), for which La Guayra is the port. Rising abruptly from a narrow strip of land, on which the latter city now stands, the mountain La Silla, towers to a height of 9,000 feet, creating a most impressive scene.

La Guayra, Mar. 11, 1910.  
"Moltke" left for Trinidad yesterday. Excursion to Caracas great success.

In Color

In Color

# Hamburg-American Line's Cruise to the West Indies.



Pitch Lake, Trinidad.

Cable to Company's New York Office from Captain Meyer:

Port of Spain, March 12, 1910.

"Moltke" arrived at Trinidad one day ahead of schedule time, as overland trip in Venezuela from Caracas to Puerto Cabello via Valencia was not carried out on the advice of Health Authorities. The visit to La Guayra and Caracas proved a great success. The extra day will be spent in Bermuda, so that the arrival at Barbados, Martinique, St. Thomas and Bermuda will be one day ahead of the date fixed in our published itinerary. Weather at Trinidad delightful. All well on board and happy.

Hamburg - American Line.  
Department of Cruises.

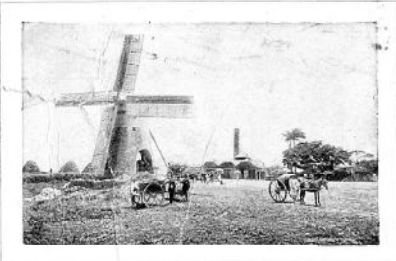
PORT OF SPAIN, the capital of the island of Trinidad, is rightly considered one of the handsomest towns in the West Indies. The shores are lined with groves of coconuts; the roads are shaded with heavy tropical fruit and other trees, and altogether the natural charm and sylvan beauty of the island are said to be rivaled only by a paradise of imagination.

Port of Spain, March 12, 1910.  
"Moltke" arrived at Trinidad  
one day ahead of schedule time.

In Color

In Color

**Hamburg-American Line's Cruise to the West Indies.**



Mount Pleasant Plantation, Barbados.

Cable to Company's New York Office from Captain Meyer:

Barbados, Mar. 14, 1910.

The "Moltke" arrived at Barbados yesterday morning and sailed again at 6 P. M. Passengers delighted with their visit to this densely populated and busy little island. Weather delightful. All well on board.

Hamburg-American Line.  
Department of Cruises.

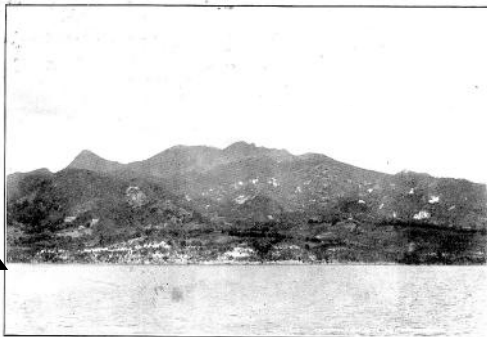
BARBADOS. Bridgetown is the port and chief town of the island of Barbados. A short line of railway connects it with outlying points. The Savannah is a grander pleasure ground, where lawn culture and out-of-door games are enjoyed. The population is about 100,000 inhabitants. The island presents every variety of scenery—hills, valleys, broad plains and rugged mountains.

In Color

**Barbados, Mar. 14, 1910.**  
**The "Moltke" arrived**

In Color

**Hamburg-American Line's Cruise to the West Indies.**



Mountains of Martinique.

Cable to Company's New York Office from Captain Meyer:

Fort de France, Mar. 15, 1910.

We reached Martinique to-day. Passengers now at St. Pierre visiting the ruins of the destroyed city. Weather perfect. Passengers delighted with Cruise.

Hamburg-American Line.  
Department of Cruises.

MARTINIQUE. We know Martinique nowadays as the site of Mount Pelée; but until one has seen the place one can not appreciate its majestic character. Along the coast or the crater of the deadly volcano towers a giant obelisk of rock which seems to stand like a monument to mark the death and devastation wrought.

In Color

**Fort de France, Mar. 15, 1910.**  
**We reached Martinique to-day.**

In Color

The above dates/cards probably represent three different cruises. Naturally, as you will have already noted, since all stamps and postmarks are US, they were mailed as cruise advertisements, nice enticements from the Company Headquarters (see

Figure 1) in New York to various individuals.

\* The printed postcard dated 00-00-10 is cancelled on the reverse 02-25-10 and is on a light green stock. All others are on white or cream colored card stock.

Hamburg-American Line	1913 Around-the-World-Cruise	Ship
02-12-13 #405	Honolulu, Hawaii	"Cleveland"
03-20-13 #405	Manila, Philippines	"Cleveland"
04-03-13 #405	Rangoon, Burma	"Cleveland"
05-12-13 #405	Naples, Italy	"Cleveland"
05-15-13 #405	Gibraltar	"Cleveland"
05-19-13 #405	Southampton, Great Britain	"Cleveland"



## Hamburg - American Line's Cruise Around the World



The Pali, Honolulu.

### HONOLULU,

February 12, 1913.

The "Cleveland" arrived at 9 A. M. this morning after a most enjoyable voyage from San Francisco.

In Color

In Color

## Hamburg-American Line's Cruise Around the World



Rangoon.

### RANGOON, April 3, 1913.

The "Cleveland" sailed from Singapore at 4 P. M. March 30, and arrived here at 7 A. M. this morning. The shore excursions at Singapore

In Color

In Color

## Hamburg-American Line's Cruise Around the World



Panorama of Amalfi.

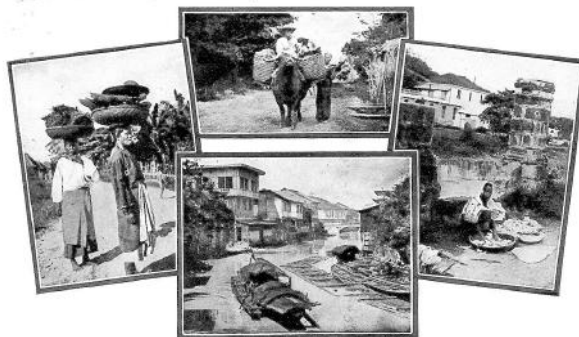
### NAPLES, May 12, 1913.

The "Cleveland" sailed from Port Said at 8.20 P. M., May 7, and arrived here at 6.30 A. M. yesterday morning, after a most enjoyable voyage.

In Color

In Color

## Hamburg-American Line's Cruise Around the World



Scenes at Manila.

### MANILA, March 20, 1913.

The "Cleveland" sailed from Hongkong at noon, March 18, and arrived here this morning

In Color

In Color

## Hamburg-American Line's Cruise Around the World



CALCUTTA. Dalhousie Square.

### DIAMOND HARBOR,

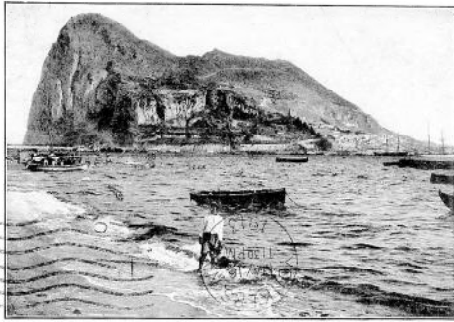
April 8, 1913

The "Cleveland" sailed from Rangoon at 11 P. M. April 3, and arrived here on time.

In Color

In Color

# Hamburg-American Line's Cruise Around the World



Gibraltar.

In Color

**GIBRALTAR, May 15, 1913.**

*The "Cleveland" sailed from Naples at 1 P.M. on May 12th, and arrived here at 8 A.M. this morning after a delightful voyage.*

In Color

# Hamburg - American Line's Cruise Around the World



View from Southampton

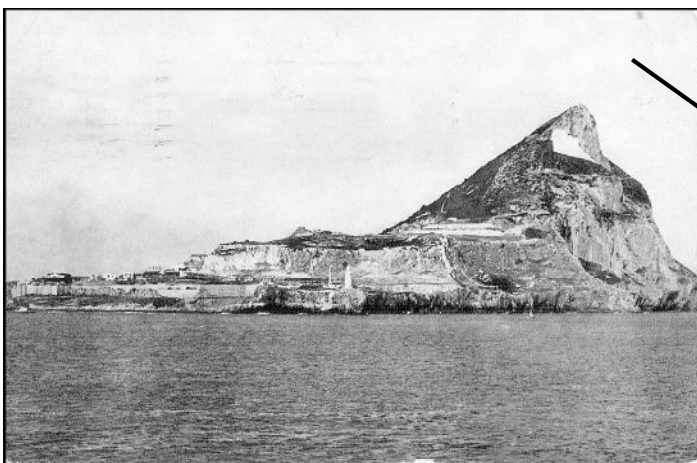
In Color

**SOUTHAMPTON, May 19, 1913.**

*The "Cleveland" arrived here at 8.30 P. M. yesterday evening and left for Hamburg at 9.30 P. M.*

In Color

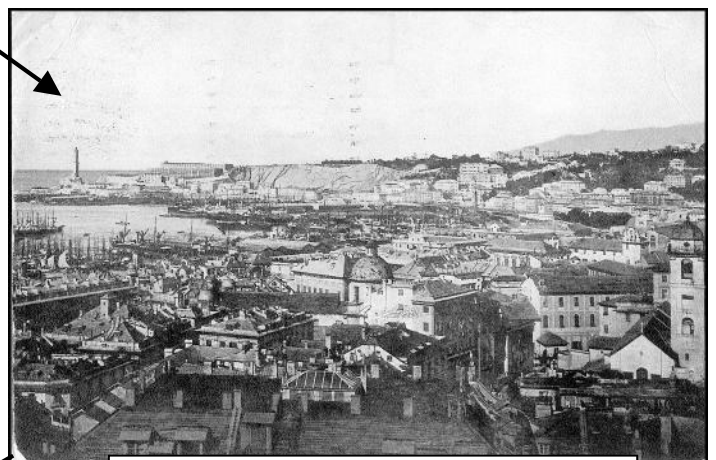
Hamburg-American Line	1914 Around-the-World-Cruise	Ship
01-28-14 #405	Gibraltar	"Cleveland"
03-07-14 #405	Colombo, Ceylon	"Cleveland"
03-23-14 #405	Jaffa, Ottoman Empire	"Cleveland"
04-05-14 #405	Genoa, Italy	"Cleveland"



In Color

**GIBRALTAR, Jan. 28, 1914.**  
*The stay at Cadiz greatly enjoyed.*

In Color

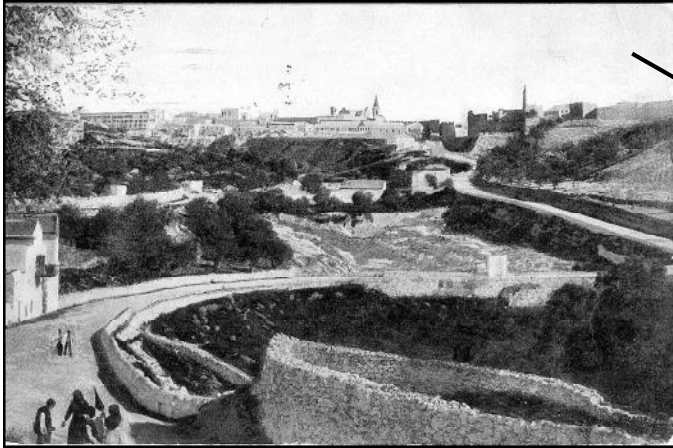


In Color

**COLOMBO, India, Mar. 7, 1914.**  
*The "Cleveland" arrived here to-day.*

In Color

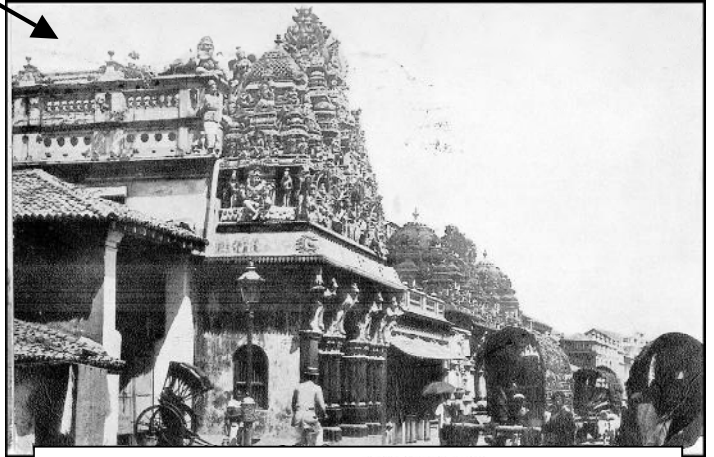




In Color

In Color

*JAFFA, March 23, 1914.  
The S. S. "Cleveland" arrived here  
on March 21st after a delightful voyage  
through the Suez Canal.*



In Color

In Color

*GENOA.  
April 5, 1914.  
The S. S. "Cleveland" arrived here.  
The stay at Naples*

Holland-America Line	1929 Mediterranean Cruise	Ship
02-18-29 #634	Cadiz, Spain	"Rotterdam"
02-21-29 #634	Naples, Italy	"Rotterdam"
		"
03-11-29 #634	Haifa, Trans-Jordan	"Rotterdam"
03-29-29 #634	Naples, Italy	"Rotterdam"

POST CARD

FEB 20 1928

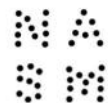
*We are pleased to inform you  
that cable advice has just been  
received of the arrival to-day at  
Naples of steamer "Rotterdam."*

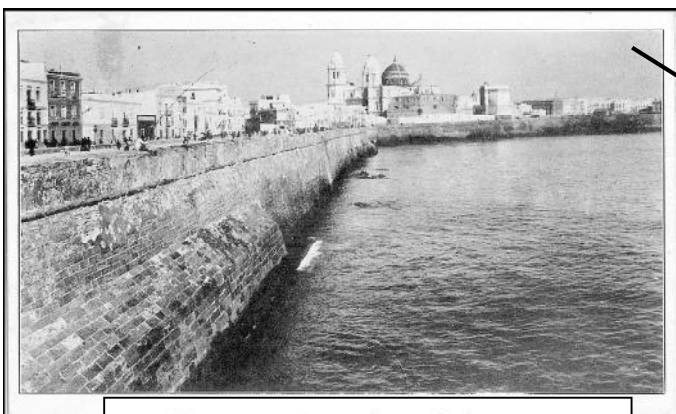
*This card is sent to you at the  
request of one of your friends  
on board.*

HOLLAND-AMERICA LINE



Mr. Robert Ingalls,  
South 7th Street,  
Corvallis, Ore.

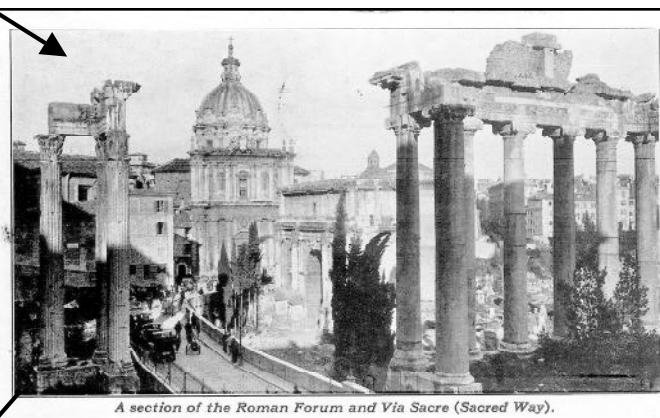




In Color

*We are pleased to inform you that cable advice has just been received of the arrival to-day at Cadiz of steamer "Rotterdam."*

In Color

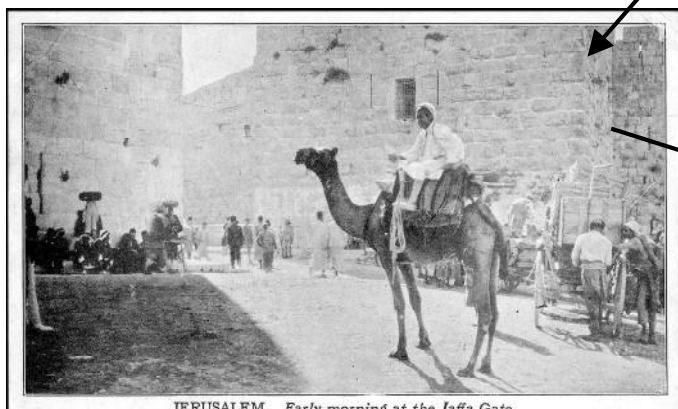


*A section of the Roman Forum and Via Sacre (Sacred Way).*

In Color

*We are pleased to inform you that cable advice has just been received of the arrival to-day at Naples of steamer "Rotterdam."*

In Color

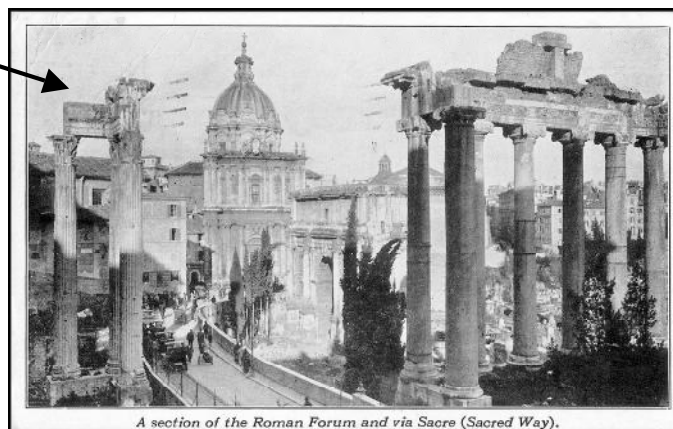


*JERUSALEM. Early morning at the Jaffa Gate.*

In Color

*We are pleased to inform you that cable advice has just been received of the arrival to-day at Haifa of steamer "Rotterdam."*

In Color



*A section of the Roman Forum and via Sacre (Sacred Way).*

In Color

*We are pleased to inform you that cable advice has just been received of the arrival to-day at Naples of steamer "Rotterdam."*

In Color

The breaks/spaces between the various entries indicate probable different cruises. I would love to hear from others who may have perfinned cards to fill in these cruise itineraries.

Why did the around-the-world cruises and Mediterranean cruises end? I suspect that World War I in the summer of 1914 and the 1929 Stock Market collapse and ensuing depression greatly

curtailed them.

You can see the world from your arm chair. You are not bombarded with postal advertising. In fact, if you need to ask the price, you probably couldn't have afforded these trips! This is the type of advertising postcard that I enjoy. I hope you, also, have enjoyed them.